

PUBLIC INPUT SUMMARY MEMO

DATE

6/13/2018

FROM

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SUBJECT

Martin Luther King Jr. Blvd. / FM 969 PER – Public Input Summary

SUMMARY

This memo summarizes all input received from the Pop-In Meeting on January 19, 2018, the 1st Public Involvement (PI) Meeting on January 23, 2018, and the online survey that was open from January 8, 2018 through March 6, 2018. Over 50 individuals received information on the Corridor Mobility Plan at the Pop-in meeting, more than 35 attended the 1st PI meeting, and 434 respondents completed the print and online surveys.

COMMUNICATIONS PLAN OVERVIEW

The communications team for the development of the Martin Luther King Jr. Blvd. / FM 969 Corridor Mobility Plan has been committed to an open, inclusive, and proactive public engagement process that met the goals outlined in the Communications and Community Outreach Plan (CCOP). Implemented in accordance with the City of Austin's Public Participation Principles, the CCOP provides guidance on how the Corridor Program Office engages the community during the different phases of the project. It identifies goals and objectives as well as the proposed tools, resources, and timeline to be used in informing the public and obtaining stakeholder input during the development of the plan.

GOALS AND OBJECTIVES

The goal of the Martin Luther King Jr. Blvd. / FM 969 Corridor Mobility Plan is to enhance mobility, safety, and connectivity for everyone – whether you drive, walk, bike or take transit. The plan will incorporate the following elements:

- Recommendations for short- and long-term improvements for the corridor that address all modes of transportation, including vehicles, transit, bicycles, and pedestrians.
- Conceptual-level cost estimates for construction or implementation of the recommended improvements.
- An implementation schedule based on a prioritization methodology that will be determined in conjunction with City staff.
- Health Impact Assessment recommendations that provide practical, specific strategies in conjunction with the Corridor Mobility Plan that maximize positive health impact.

PURPOSE AND PLANNED PROCESS

To support the development of the plan, the communications team implemented a community outreach process that informed stakeholders within and around the study area and provided them with opportunities to document their comments and desired improvements for the Martin Luther King Jr. Blvd. / FM 969 corridor.

To achieve the community outreach goals for the first phase of the project, the communications team:

- Provided several opportunities for public participation and comments. Opportunities included an online and paper survey, comment submission forms, one public open house meeting, one pop-in meeting, and an online comment mapping tool. The public events were hosted at different times and locations to provide options for participants with varying schedules to participate.
- Connected with hard-to-reach stakeholders to help inform and engage their personal networks. To effectively reach Spanish-speaking residents, all materials and communication efforts used to promote the public meeting were translated into Spanish and used by outreach team members in one-on-one discussions with business owners and churches along the corridor. Invitations to participate were also made to stakeholder groups by phone and email encouraging them to share copies of materials with their networks. Additional outreach efforts translated social media posts on Facebook and Twitter to Spanish, promoting links to meetings and the online survey.

PARTICIPANTS

An essential element in achieving the CCOP goals was identifying key stakeholders from diverse backgrounds. The communications team worked with the Corridor Program Office staff to build an outreach database that included the following stakeholder groups:

- **Existing stakeholders** – Neighborhood, civic, professional, religious, school, and community organizations currently using the Martin Luther King Jr. Blvd. / FM 969 corridor and connecting adjacent facilities for recreational, work, school, and living purposes.
- **Under-represented Stakeholders** – Arts and cultural groups, minority populations, homeless or physically impaired advocates, and other community-based and multicultural organizations.
- **Influencers and leaders** – Elected officials, business and civic leaders for ongoing communication, updates, and surveys.

PUBLIC ENGAGEMENT APPROACH AND VALUES

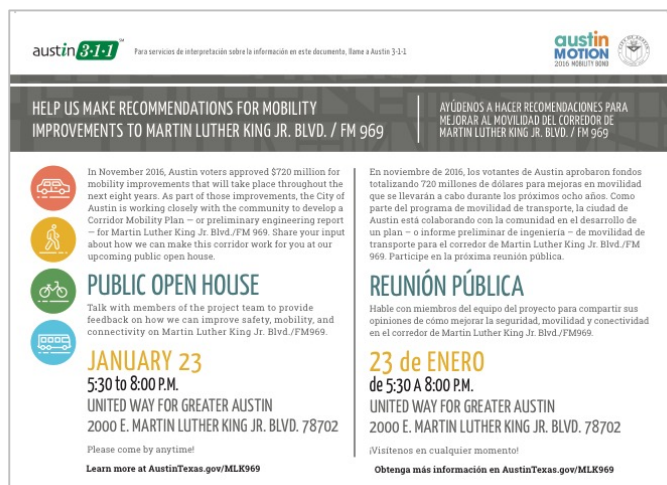
Inclusive and Diverse: The communications team has encouraged participation from people with a variety of demographic, socioeconomic, education, and other identifying characteristics among the historically underserved and underrepresented communities along the Martin Luther King Jr. Blvd. / FM 969 corridor. The community outreach process recognizes that individuals and groups bring varied experiences and challenges to participation, such as conflicts in schedule. Therefore, the communications team selected a familiar and accessible public meeting location within the neighborhood to encourage participation. The team's efforts to accommodate the needs of diverse stakeholders included the translation of postcards and flyers, invitations, surveys, and other materials into Spanish. Spanish-language interpretation service was also provided at the public open house and pop-in meeting.

COMMUNITY OUTREACH PROCESS

POSTCARD DELIVERY

Over 9,400 postcards were designed, printed and delivered via Every Door Direct Mail during the week of January 14, 2018 to addresses and neighborhoods on or adjacent to Martin Luther King Jr. Blvd. / FM 969. These 6.5" x 9" postcards provided recipients with details on the project, the time and location of the 1st Public Involvement meeting, and links to the online survey, in English and Spanish.

Description	Quantity
Postcard Mailings	9,458
<ul style="list-style-type: none"> • 703 Business Addresses • 8,755 Residential Addresses 	



DIGITAL AND SOCIAL MEDIA OUTREACH

The communications team worked with the Corridor Program Office to draft 15 Facebook posts in English and Spanish along with calendar and event listings for over 16 Nextdoor communities adjacent to the study area. Event and survey posts within Facebook were boosted from January 2018 to February 2018 to reach stakeholders living or traveling through the corridor.

Description	Number of People Reached
Facebook Post (Boosted)	5,611
Nextdoor Postings (3 postings – Pop-In, 1 st PI Meeting, Survey)	11,530

SURVEY IMPLEMENTATION

The print and digital survey was a principal tool used to gather public comments, concerns and desired changes for the corridor. Print copies were made available during all public events. The digital survey was shared electronically through Facebook, Twitter, Nextdoor, and the project email list starting in January through March 6, 2018. The City received 434 completed surveys total. The survey was available in both English and Spanish.

Description	Completions
Print and Online Project Survey	434

CORRIDOR OUTREACH

The communications team developed a stakeholder list that included over 470 contacts including neighborhood associations, organizations, faith-based groups, transportation and mobility advocates, and university contacts. Email communications were sent promoting the pop-in meeting and public open house.

Description	Stakeholder Emails Accounts
Corridor Outreach – Email Correspondence	472

POP-IN MEETING

The communications team hosted a pop-in meeting and information table outside of Chick-fil-A on January 19, 2018 to inform English and Spanish-speaking restaurant guests and passers-by of the project, to solicit their input by completing a survey, and to encourage attendance at the public open house. Although originally scheduled for January 16th and rescheduled to January 19th due to inclement weather, the Corridor Program Office was successful in engaging with 10 individuals, and handed out over 50 postcards that advertised the public meeting.

Description	Number of Residents Reached
Pop-in Meeting	50

PUBLIC INVOLVEMENT MEETING AT UNITED WAY FOR GREATER AUSTIN

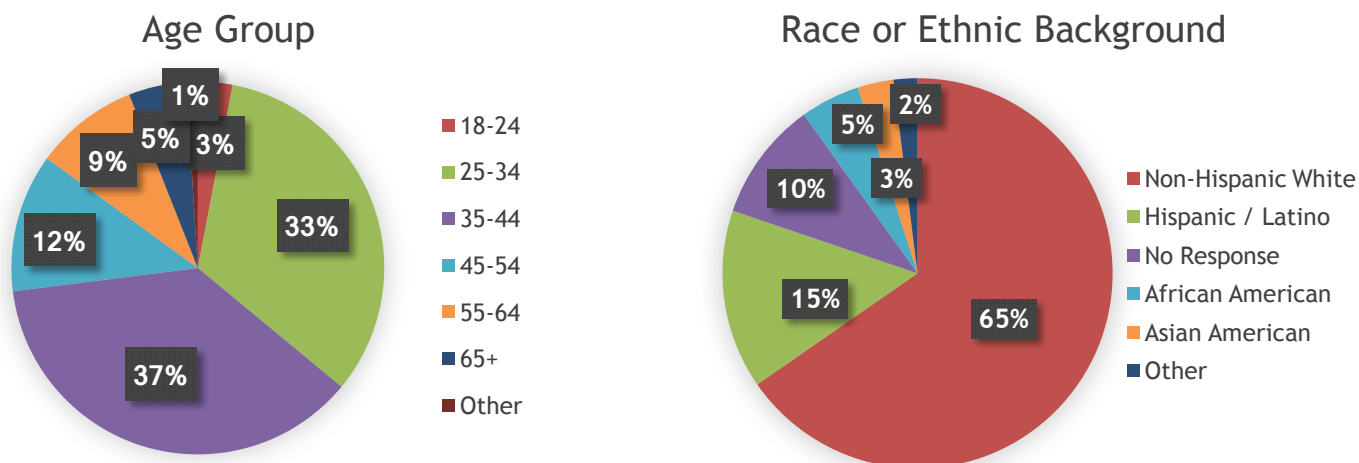
The first Public Involvement Meeting was hosted at the United Way for Greater Austin on January 23, 2018. Attended by almost 40 residents including Council Member Ora Houston, the event provided exhibits on the Corridor Mobility Program, existing conditions on Martin Luther King Jr. Blvd. / FM 969, Capital Metro transit service throughout the City of Austin, and large-scale roll plot images of the study area for participants to write comments on. A separate computer station encouraged attendees to complete the project questionnaire in English or Spanish or submit comments in writing. Spanish-language assistance was available.

Description	Number of Residents Who Signed in at Meeting
Public Open House	35+

SURVEY OBSERVATIONS

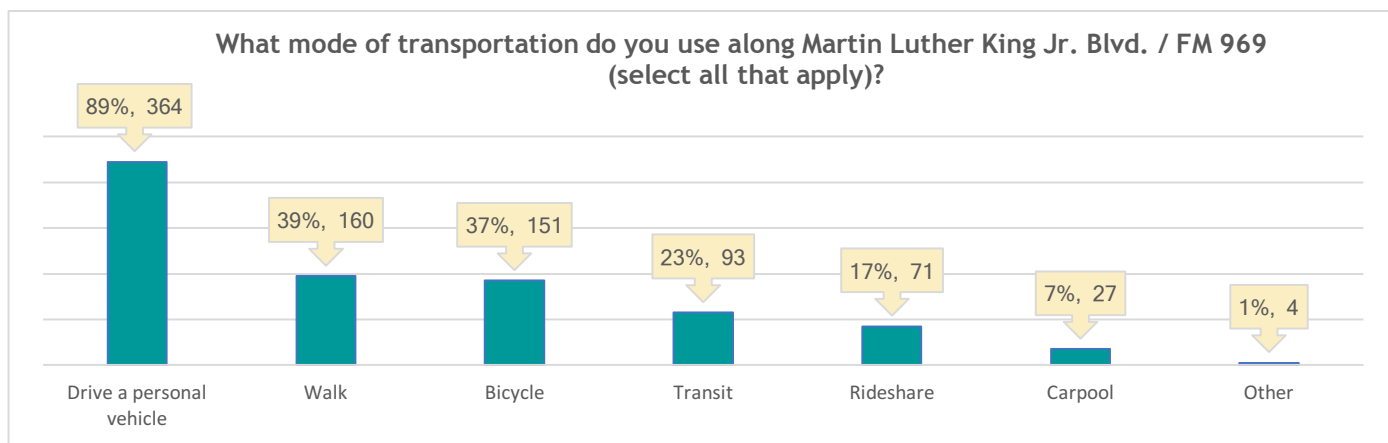
DEMOGRAPHIC INFORMATION

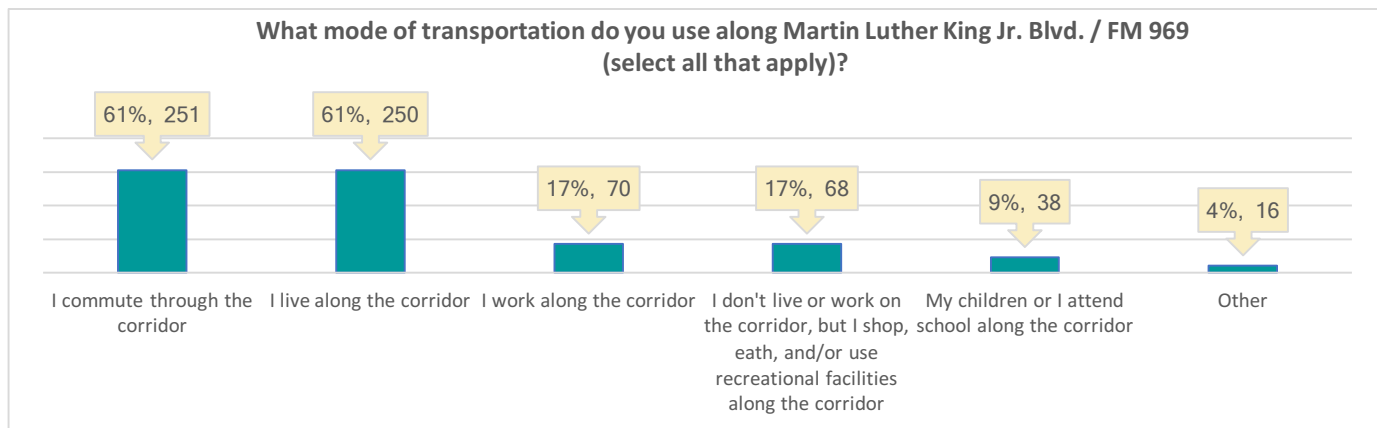
The demographic information of the 434 respondents are shown in the following two (2) figures:



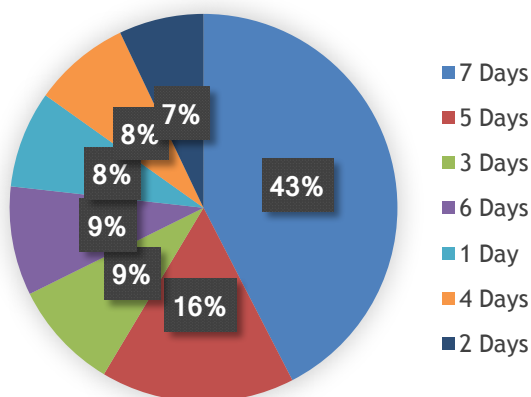
RESPONDENT TRAVEL BEHAVIOR

The survey respondents answered questions regarding their travel behavior as summarized in the charts below. Respondents were selective on the questions they answered, and in some cases chose more than one option. The respondents were nearly evenly split between travelers who commute through or to places along the Martin Luther King Jr. Blvd. / FM 969 corridor and people who reside along the corridor. Seventy-eight percent of respondents use the corridor at least five (5) days per week, suggesting that they represent a weekday traveler or resident.





How many days per week do you travel along Martin Luther King Jr. Blvd./FM 969?



The two (2) tables below display the top six zip codes where the respondents live and work by zip code.

What Zip Code do you live in?	
78721	24%
78702	20%
78723	14%
78725	10%
78724	10%
78722	7%

What Zip Code do you work or attend school?	
78701	29%
78702	12%
78704	8%
78705	7%
78724	5%
78723	5%

Topics of Interest to respondents

On the survey, respondents were instructed to pick their top three concerns pertaining to the Martin Luther King Jr. Blvd. / FM 969 corridor from a list of six topics. The ranking of these topics are as follows:

1. Creating a safer and more supportive environment for walking (63% of respondents)
2. Creating a safer and more supportive environment for cycling (57% of respondents)
3. Improving accessibility to and from destinations and neighborhoods surrounding the corridor (50% of respondents)
4. Managing congestion (47% of respondents)
5. Creating attractive public spaces in strategic locations along the corridor (43% of respondents)
6. Improving transit service (41% of respondents)

COMMENTS RECEIVED

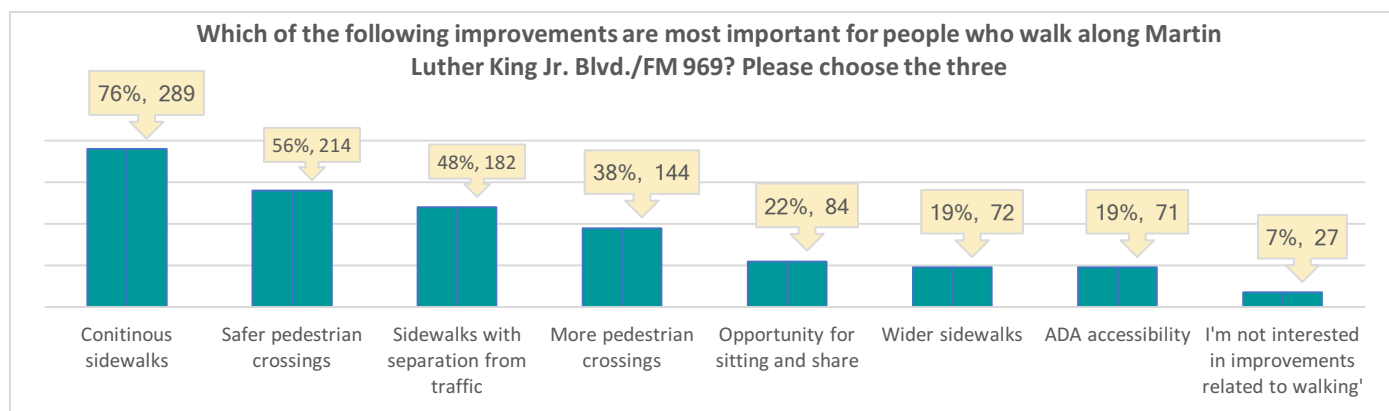
Participants provided comments on a variety of topics. The comments have been categorized by common themes in the responses. Comments that were received multiple times and are illustrative of common survey answers are shown in the sections below.

Safety

- Speed management, dangerous to cross the street or turn on to or off of the street
- Need safer walking environment
- Consider adding turning lanes
- Do not shrink the width of the roadway for vehicles
- Need to time the lights at Intersections
- Roadway is being used as alternate to congested highways due to area development

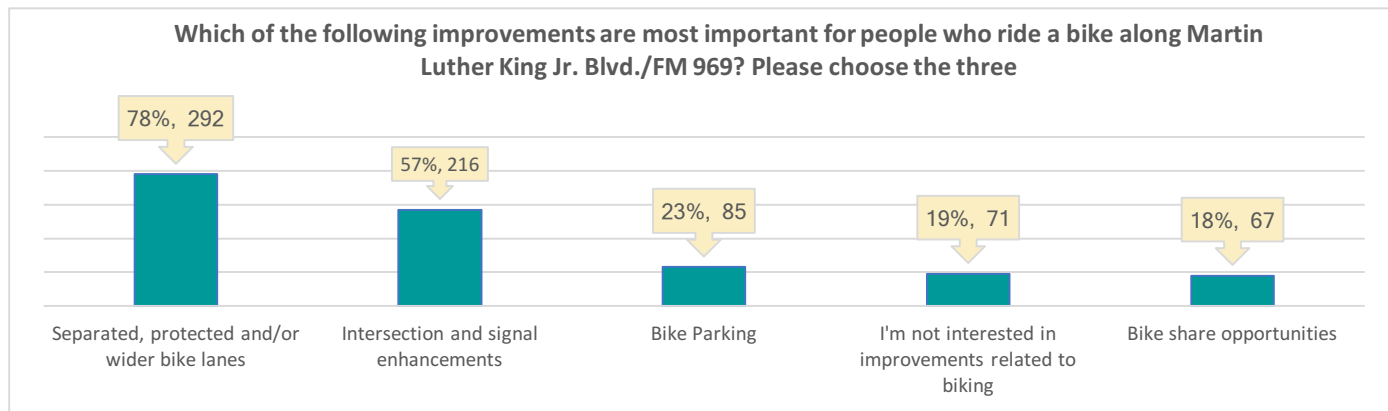
Walking

- It would be nice to walk along it but there are no sidewalks or pathways to bike around Springdale
- Continuous sidewalks first, ADA accessibility second, more pedestrian crossings third Maintenance of sidewalks
- Separation from traffic is critical. There are no shoulders for drivers, so they come onto the sidewalks during collisions
- Reducing the number and length of curb cuts for parking
- Reducing the number and length of curb cuts for parking is a huge priority for pedestrians along MLK.



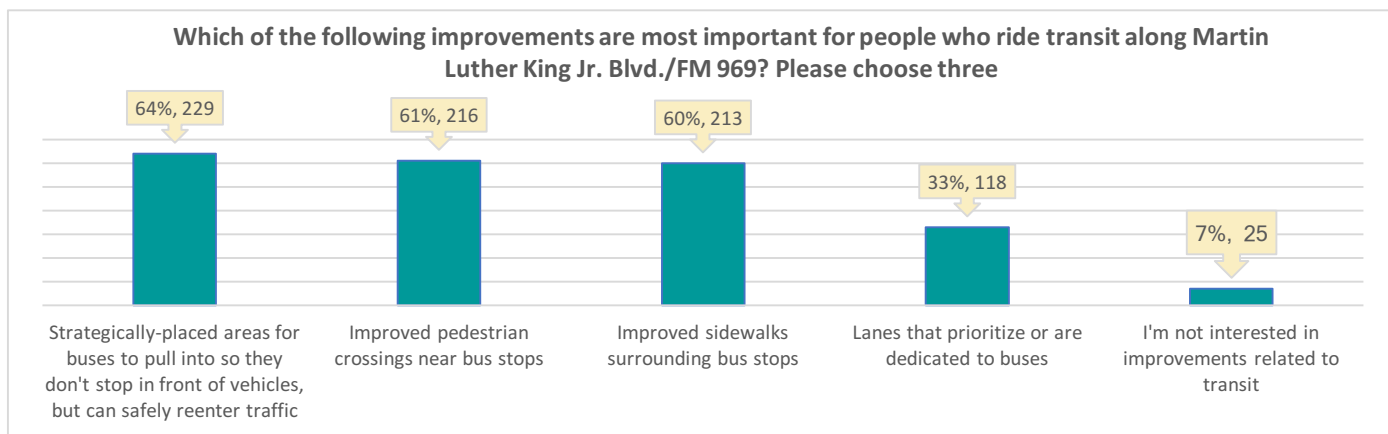
Bicycling

- Separate and protect existing bike lanes
- Ideally, bikes should be re-routed off of MLK where auto lanes are narrow
- Intersection/signals need to be better timed.
- Currently impossible to ride along MLK, with slow hills climbs and drivers doing 50 mph
- When turning right across the bike lanes, drivers do not look to the right so they always pull out into the bike lanes almost hitting bikers
- Separate cyclist from traffic either elevated or with a full curb



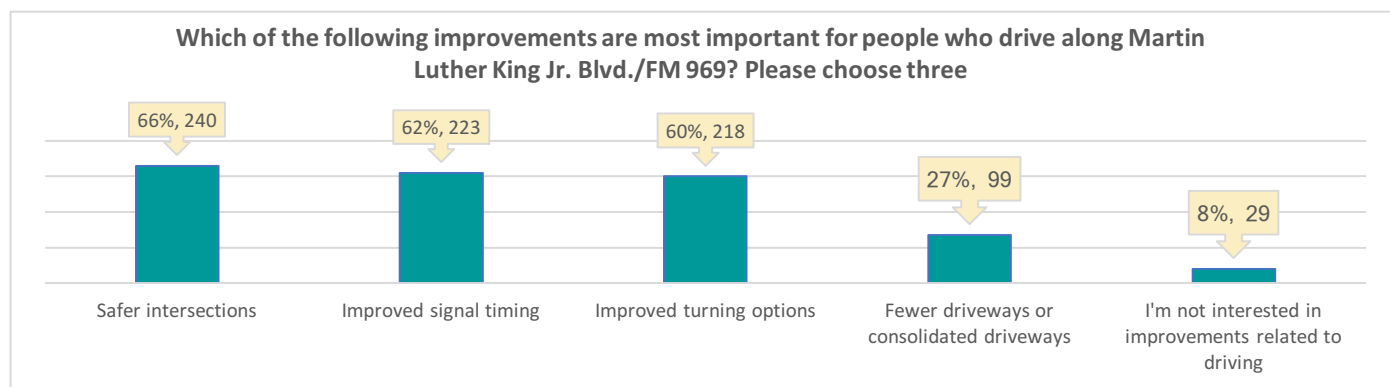
Transit

- Transit seems to be well served by the 18 Bus
- Improve pedestrian/transit infrastructure
- There are few/no bus stops within a mile of my residence (969/decker lane), where thousands of residents live in trailer parks
- Desperately need more shade structures for the buses on the East Side
- Must be a complete pull out, that does not interfere with the four main lanes and center turn lane for auto
- Those bus slips are terrible for transit since buses have to wait a long time for traffic to clear. It's better for them to just stop in the right lane
- At MLK and Perez, there is no crossing to get across to the north bound side of MLK to catch that bus which is very dangerous
- On the north-side of Martin Luther King Jr. Blvd., from Springdale to E.M. Franklin Ave, there needs to be a large sidewalk/paved urban trail (10-15 ft wide) that is set back from the roadway



Driving

- Improved signal timing
- Speed management, lower to 35 mph
- A center median turning lane, particularly east of I35 and west of airport
- Fewer/consolidated driveways is less of an issue on the east side, but important west of I-35
- Driving south on Maple Ave to MLK, the view of MLK oncoming traffic is sometimes obscured
- Currently, driving is almost the only option on MLK
- Turn the corridor from Airport to Lamar into more of an arterial like Airport or Cesar Chavez with higher speeds and more lanes
- We need 4 lanes (auto only) with continuous center turn lane for safe/easy access to future retail development and neighborhood traffic access. Bike lanes (if any) should not take away any auto space and need to be totally separate. from auto lanes
- Concern about increase traffic on MLK when 183 closes neighborhood access roads
- Reduced speed



APPENDIX

Comments received at the 1st Public Involvement Meeting on aerial roll plots have been categorized by corridor objective and are included as an attachment to this document. Comments are organized from the east end to the west end of Martin Luther King Jr. Blvd. / FM 969 with location information included.

MLK Jr. Blvd. Corridor Mobility Plan- COA Stakeholder Meeting - January 23, 2018

 Roll Plot Comments:
Intersection Improvements

Comment	Location
1 Please maintain center turn lane	Rio Grande and MLK
2 More pedestrian crossings along intersection of Rio Grande and MLK	MLK between Guadalupe and Congress
3 More street crossings along MLK between Guadalupe and Congress	MLK and Red River
4 Integrate Red River Alignment	Intersection of I-35 and MLK
5 Intersection of I-35 and MLK - COA Operated Signals	Area between E17th, Ferdinand St, and E 18th St
6 Area between E17th, Ferdinand St, and E 18th St - There is an existing study of MLK; Talk to Alan Hughes (who studied the area)	Chestnut and MLK
7 Chestnut and MLK - Alignment	MLK and Chicon
8 MLK and Chicon; Looking for improvements; No facing??	MLK between Cedar Ave and Alexander Ave
9 MLK between Cedar Ave and Alexander Ave - Reconstruction	Alexander Ave (North of MLK)
10 Alexander Ave (North of MLK) - PBL Lady???	Alexander and Airport
11 MLK btw Alexander and Airport - PAB Funded???	MLK east of Airport Blvd
12 Widen MLK east of Airport Blvd	Along Airport Blvd (South of MLK) and East of Airport Blvd
13 TxDOT - Along Airport Blvd (South of MLK) and East of Airport Blvd	Btw E12st, Springdale Rd and Cometa St
14 Area btw E12st, Springdale Rd and Cometa St - ROW ??? As alternative route	MLK and Springdale
15 Opportunity at intersection of MLK and Springdale	MLK and Springdale
16 MLK and Springdale - 5 way intersection	IH35
17 my35.com to get updates on I-35 construction project	Springdale and MLK
18 Poor Performance Level of Service	Rio Grande and MLK

MLK Jr. Blvd. Corridor Mobility Plan- COA Stakeholder Meeting - January 23, 2018

Roll Plot Comments:
Sidewalk and Curb Ramps

Comment	Location
1 More pedestrian crossings at Comal St and MLK;	Comal St and MLK;
2 Trail from MLK Station running south to be completed mid 2018	MLK Station and MLK
3 More pedestrian crossings at MLK and Clifford	MLK and Clifford
4 MLK and Loreto; Desired Crossings, Bike/Ped; Wider COA	MLK and Loreto
5 More pedestrian crossing at MLK and Adriane	MLK and Adriane
6 Golf Course - COA attempted???	Golf Course
7 Golf Course - Trail??	Golf Course
8 Golf Course - Urban Trail connection	Golf Course
9 Along Astor Place - ??? No crossing	Along Astor Place
10 Adriane and E 16th St - Improved pedestrian connection along E 16th	Adriane and E 16th St

MLK Jr. Blvd. Corridor Mobility Plan- COA Stakeholder Meeting - January 23, 2018

Roll Plot Comments:
Bicycle Facilities

Comment	Location
¹ Along E 18th Street between Leona and MLK Station - Bike alternate route	Along E 18th Street between Leona and MLK Station
² MLK btw Adriane and SH183 - Narrow; No bicycle facility or center	MLK btw Adriane and SH183

MLK Jr. Blvd. Corridor Mobility Plan- COA Stakeholder Meeting - January 23, 2018

Roll Plot Comments:
Transit Supportive Improvements

Comment	Location
¹ MLK Station btw Miriam and Alexander - w/ Reconstruction Funded; To be completed early 2019	MLK Station btw Miriam and Alexander
² Frequent Bus 19 is coming	MLK

MLK Jr. Blvd. Corridor Mobility Plan- COA Stakeholder Meeting - January 23, 2018

Roll Plot Comments:
Complete Streets

Comment	Location
¹ Integrate Guadalupe and Capitol Complex Masterplans	Guadalupe and Capitol
² Integrate UT Masterplan	UT Campus
³ Erwin Center to move closer to athletic fields and football stadium	UT Campus